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PAUL J. HOWARD'S CALIFORNIA FLOWERLAND

Roses for 1953



GOLDEN HOUR ROSE
(Pat. No. 1009)

The scion of two illustrious parents, two of the late Fred Howard's most famous roses, Los Angeles and California.

Paul J. Howard wished to create a new rose which would be an entirely Southern California product, so he selected as one parent, the California rose which makes such an amazing display around the driveway at California Flowerland. The other parent he chose was Los Angeles, for its form and constitution.

Golden Hour has a rich golden color, with the reverse of petals washed with glowing orange. The blooms are very large and very double, of graceful form and sweet fragrance. Each flower is produced on an exceptionally long stem, with but few thorns and clothed with leathery, deep green foliage.

This Paul J. Howard introduction is long lasting as a cut flower, and will be long lasting in the hearts of rose growers.

Each \$2.00

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND
11700 National Blvd., Los Angeles 64, California
RETURN POSTAGE GUARANTEED

43
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Washington 25, D. C.

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PAID
Los Angeles, Calif.
PERMIT No. 12531

Paul J. Howard's Bush Roses

Paul J. Howard's is in a unique position to present to you just the finest of rose varieties. Available to us are the creations of all the rose hybridizers in America and Europe. As a pioneer in the Nursery and Landscape business in Southern California, the Paul J. Howard organization's knowledge and experience in rose growing assures you that at California Flowerland, you will get just the recommended varieties for your location. Our heavy, well-branched plants, with vigorous root systems, promise you loads of blooms this spring.

MAIL ORDERS

DORMANT, BARE-ROOT, BUSH AND CLIMBING ROSES will be shipped PREPAID anywhere in the United States. Orders are filled in rotation, beginning January 1. If Roses are wanted for planting after March 15, please specify, and we will keep your order in cold storage until planting time.

Please add Sales Tax to All California Orders, 3% in the State, 3½% in Los Angeles

The Bush and Climbing Roses listed are available bare root in our sales yard from January 1 to March 15.

QUANTITY DISCOUNTS

3 to 10 Roses, One Kind or Assorted . . 10% Discount
11 or more Roses, One Kind or Assorted, 12½% Discount

ESTABLISHED ROSES for planting throughout the year, and when dormant Roses are not available (April to December), are planted in especially prepared soil, in 5-gallon tins. These superior large bushes may be selected and planted out in full bloom. Because of weight and bulk, Established Roses are practical only for local truck delivery, or "Cash and Carry."

BUSH ROSES, established in 5-gallon tins, \$1.00 more than Bare Root prices.

ALL CLIMBING ROSES, established in 5-gallon tins, staked, each \$3.50.

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND
11700 National Blvd., Los Angeles 64, California

SLEIGH BELLS

SLEIGH BELLS. (Pat. No. 1004) Now, a white rose that really grows, and blooms and blooms! The large ovoid buds are borne singly on exceedingly long stems, and are produced so freely that you can gather quantities for the table. The flowers open gradually into blooms of great size, with 40 or more large petals of heavy substance, and are lovely in all stages. Unusual for white roses, the stems are clothed with thick leathery, glossy foliage that is exceptionally disease resistant. A trace of cool lemon yellow at the base of the petals, and at certain seasons, a tinge of pink, add life to the flower. Best of all, this white rose is really fragrant. The bushes, full of bloom almost continuously, make a grand garden display. **\$2.00.**

SLEIGH BELLS
Bush Rose \$2.00
Tree Rose \$5.00

TOM BRENEMAN.

(Pat. No. 986) A grand rose originated by the late Fred Howard. Exceptional vigor and beauty, long coral rose buds open to large deep rose blooms of intense fragrance on heavy stems, long lasting; blooms constantly. **\$2.00.**

TOM BRENEMAN—\$2.00
Tree Rose \$5.00

OLIVE PERCIVAL
\$2.00
Tree Rose \$5.00

OLIVE PERCIVAL

OLIVE PERCIVAL. (Pat. No. 944) The exquisite long slender buds are intense cherry red flushed gold on the outer petals and at the base of the inner ones. The semi-double flowers open slowly, retaining their glowing color as the broad, thick petals unfold. Flowers and buds are among the most graceful for arrangements, long lasting, on strong, long stems. Plants are exceptionally vigorous, with leathery deep green foliage, and bloom almost continuously. **\$2.00.**

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND

11700 National Blvd., Los Angeles 64, Calif.

TELEPHONES: Los Angeles—TEXas 0-2951
West Los Angeles—ARIZona 3-1171 - Santa Monica—EXbrook 7-2118

Please Write or Print Plainly Date.....195.....

SOLD TO

P. O. ADDRESS

CITY ZONE STATE

SHIP TO

ADDRESS

Please Fill In If Shipping Address Is Different from Mail Address

ROSE ORDER SHEET

1952-1953

Bare-root Roses are available from January 1 to March 15. If wanted after March 15, we will hold orders in cold storage until planting time for your area.

ALL BARE-ROOT BUSH AND CLIMBING ROSES SENT PREPAID IN U. S.

Add 50c for each Tree Rose for packing

If Variety Is Out of Stock, May We Substitute Similar Type and Color of Equal Value?.....

Quan.	Variety and Price	Each	TOTAL	Quan.	Variety and Price	Each	TOTAL	Quan.	Variety and Price	Each	TOTAL
Bush Roses				Forwarded				Forwarded			
	Angel's Mateu	\$1.75			Mme. Chiang Kai-Shek	\$1.75			Cl. California	\$2.50	
	Autumn	\$1.35			Mme. Henri Guillot	\$1.75			Cl. Cecile Brunner	\$1.50	
	Buccaneer	\$2.75			Mrs. E. P. Thom	\$1.35			Cl. Christopher Stone	\$2.00	
	California	\$1.50			Mrs. Pierre S. DuPont	\$1.35			Cl. Dainty Bess	\$1.50	
	California Centennial	\$2.00			New Yorker	\$2.00			Cl. Ednah Thomas	\$1.50	
	Capistrano	\$2.25			Olive Percival	\$2.00			Cl. Etoile de Hollande	\$1.50	
	Charlotte Armstrong	\$2.00			Peace	\$2.50			Cl. Forty-Niner	\$2.75	
	Christopher Stone	\$1.35			Phyllis Gold	\$1.50			Cl. Gold Rush	\$1.50	
	Chrysler Imperial	\$3.00			Picture	\$1.35			Cl. Heart's Desire	\$1.75	
	Contrast	\$1.35			President Hoover	\$1.35			Cl. High Noon (Pillar)	\$2.00	
	Dainty Bess	\$1.35			Radiance	\$1.35			Cl. Lolita Armour	\$1.75	
	Debonair	\$1.75			Red Radiance	\$1.35			Cl. Los Angeles	\$1.50	
	Douglas MacArthur	\$1.75			Rose Marie	\$1.35			Cl. Mme. Henri Guillot	\$2.00	
	Eclipse	\$1.75			San Fernando	\$1.75			Cl. Mrs. E. P. Thom	\$1.50	
	Edith Willkie	\$1.75			Santa Anita	\$1.50			Cl. Mrs. Paul J. Howard	\$1.75	
	Ena Harkness	\$1.50			Show Girl	\$1.75			Cl. Peace	\$2.50	
	Etoile de Hollande	\$1.35			Sleigh Bells	\$2.00			Cl. Pinkie	\$2.75	
	Fiesta	\$2.00			Souv. de Mme. Boulet	\$1.50			Cl. President Hoover	\$1.50	
	Forty-Niner	\$2.25			Sutter's Gold	\$2.25			Cl. Paul's Scarlet	\$1.50	
	Frau Karl Druschki	\$1.35			Symphonie	\$2.50			Cl. Rose Marie	\$1.50	
	Fred Edmunds	\$1.75			Talisman	\$1.35			Cl. San Fernando	\$2.00	
	Fred Howard	\$2.50			Tallyho	\$2.00			Cl. Santa Anita	\$1.75	
	Golden Hour	\$2.00			Texas Centennial	\$1.50			Cl. Show Girl	\$2.00	
	Gr. Duchess Charlotte	\$1.75			The Doctor	\$1.35			Cl. Snowbird	\$1.50	
	Happiness	\$2.50			Tom Breneman	\$2.00			Cl. Summer Snow	\$2.00	
	Heart's Desire	\$1.75			White Wings	\$1.50			Cl. Souv. de M. Boulet	\$1.75	
	Hedda Hopper	\$2.00			Will Rogers	\$1.50			Cl. Talisman	\$1.50	
	Helen Traubel	\$2.75							Cl. Texas Centennial	\$1.75	
	J. Otto Thilow	\$1.35							Cl. Ville de Paris	\$1.50	
	Katherine T. Marshall	\$1.75							Descanso Pillar	\$2.50	
	Los Angeles	\$1.35							Sunny June Pillar	\$2.00	
	Lowell Thomas	\$2.00			Climbing Roses						
	Mark Sullivan	\$1.50			Cl. Aloha	\$2.50					
	Mission Bells	\$2.25			Cl. Belle of Portugal	\$1.50					
	Forwarded				Cl. Blaze	\$1.50					
					Forwarded						

Customers not having established charge account should send remittance with order, using money order, bank draft or personal check. We do not ship C.O.D.

TOTAL amount forwarded
Bush & Cl. Roses

THIS FLAP IS GUMMED READY TO FOLD.
SEAL AND STAMP — NO OTHER ENVELOPE NECESSARY

PAUL J. HOWARD'S ORDER SHEET

Quan.	Varity and Price	Each	TOTAL
Floribunda Roses			
	Bright Eyes	\$1.50	
	Carrousel	\$2.00	
	Connie Mack	\$2.00	
	Crimson Rosette	\$1.75	
	Crown of Jewels	\$1.50	
	Dagmar Spaeth	\$1.35	
	Fashion	\$2.00	
	Floradora	\$1.50	
	Garnette	\$1.75	
	Goldilocks	\$1.50	
	Imp. Cecile Brunner	\$1.50	
	Imp. Lafayette	\$1.35	
	Margo Koster	\$1.35	
	Ma Perkins	\$2.25	
	Mrs. Dudley Fulton	\$1.75	
	Pinkie	\$1.75	
	Pink Rosette	\$1.75	
	Pinocchio	\$1.50	
	Roseneffe	\$1.50	
	Rosa Mutabilis	\$1.75	
	Rose of Castile	\$1.75	
	Forward—Floribundas		
Quan.	Varity and Price	Each	TOTAL
Tree Roses			
	Forward—Floribundas	\$1.75	
	Valentine	\$2.00	
	Vogue	\$2.25	
	Total Bush and Climbing Roses and Floribundas		
	California	\$5.00	
	California Centennial	\$5.00	
	Charlotte Armstrong	\$5.00	
	Chrysler Imperial	\$5.00	
	Etoile de Hollande	\$5.00	
	Forty-Niner	\$5.00	
	Frau Karl Druschki	\$5.00	
	Fred Howard	\$5.00	
	Golden Hour	\$5.00	
	Heart's Desire	\$5.00	
	Helen Traubel	\$5.00	
	Lowell Thomas	\$5.00	
	Ma Perkins	\$5.00	
	Oliver Percival	\$5.00	
	Pace	\$5.00	
	Pink Rosette	\$5.00	
	President Hoover	\$5.00	
	San Fernando	\$5.00	
	Santa Anita	\$5.00	
	Forward—Tree Roses		
Quan.	Varity and Price	Each	TOTAL
	Forward—Tree Roses	\$5.00	
	Sleigh Bells	\$5.00	
	Sutter's Gold	\$5.00	
	Talisman	\$5.00	
	Texas Centennial	\$5.00	
	The Doctor	\$5.00	
	Tom Breneman	\$5.00	
	Ville de Paris	\$5.00	
	Vogue	\$5.00	
	Total Tree Roses		
	Quantity Discount: 10% on 10 or more		
	Include Packing 50c each Tree Rose		
	TOTAL		
	Total Bush and Climbing Roses and Floribundas		
	Quantity Discount: 10% on 3 to 10 Plants		
	12½% on 11 or more		
	TOTAL		
	Total Amount of Order		
	Sales Tax Calif. Orders add 3%		
	L. A. Orders add 3½%		
	AMOUNT ENCLOSED		

FOLD ON THIS LINE FIRST

From.....

PLACE
LETTER
POSTAGE
HERE

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND

11700 National Boulevard

Los Angeles 64, California

FOLD ON THIS LINE THIRD

MESSAGE

FOLD ON THIS LINE SECOND

Use this Order Sheet as an envelope—just fold on lines as indicated with mailing address outside, enclose draft, money order or check for amount of order, plus tax if any, fold down gummed flap, seal, stamp and mail.



FRED HOWARD

AARS-1952

A glorious new yellow, and one of the most rugged Roses ever introduced.

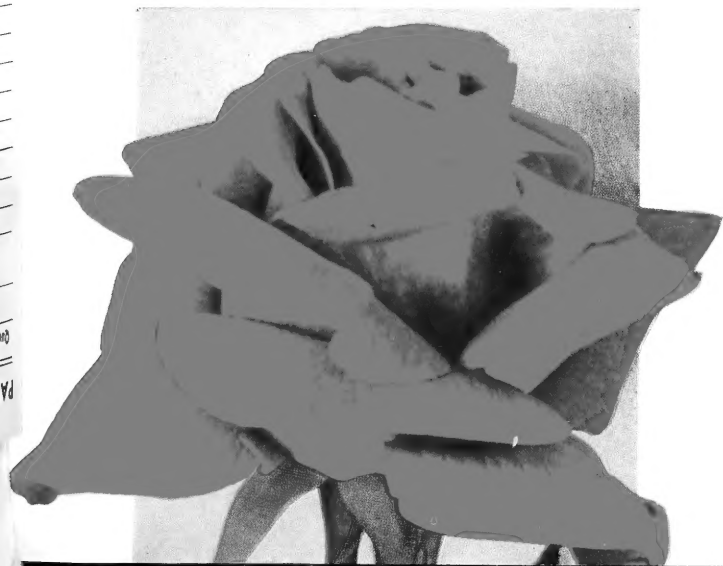
The large vigorous plants attain a height of four feet, have lustrous green foliage, and very long, strong stems holding erect each glorious fifty-petalled yellow flower.

In the fall blooming season there is a notable transition in color of the Fred Howard Rose. The yellow is washed with a lovely overtone of burnished gold and copper. At times the high centered flowers show a suffusion of rosy mauve. Then they are at their zenith—a perfect harmony of lovely autumn tints.

The Fred Howard Rose has a delightful fragrance that can be likened to the Marechal Niel, or the old tea roses so beloved years ago. The freely produced flowers have proven to last much longer than most any other variety after cutting.

(Plant Pat. 1006) Price \$2.50

CALIFORNIA CENTENNIAL—\$2.00
Tree Rose \$5.00



ANGELS MATEU. (Pat. No. 174) Large full-petalled fragrant blooms of luscious orange rose. \$1.75.

AUTUMN. Burnt orange and gold, streaked with red, fragrant, long lasting; strong upright plant with glossy foliage; exceptionally good on the coast. \$1.35.

BUCCANEER. (Pat. Applied For) The brightest yellow rose, with the most lasting color. Beautiful flowers and buds. Tall, vigorous bush. \$2.75.

CALIFORNIA. (Pat. No. 449) Most sensational and free flowering rose in our garden. Massive bushes are covered with huge, long lasting blooms of ruddy orange and gold, even in winter. \$1.50.

CALIFORNIA CENTENNIAL. The California State Rose. (Pat. No. 953) The outstanding dark red rose for every garden, one of the last roses originated by the late Fred Howard. Long spiral buds and large double flowers of lovely form are a rich glowing crimson, intensely fragrant, on long, strong stems. Vigorous tall bush is exceptionally free flowering. \$2.00.

CAPISTRANO. (AARS-1950) (Pat. No. 922) Both buds and open flowers are a beautiful translucent, glowing rose pink that does not fade or change. Large buds, large flowers, on extra long stems; one of the most vigorous roses yet introduced. \$2.25.

CHARLOTTE ARMSTRONG. (Pat. No. 455) Beautiful long buds and large blooms of bright red in cool weather, cherry rose in hot weather. \$2.00.

CHRISTOPHER STONE. Free flowering popular bright scarlet crimson, fragrant. \$1.35.

CHRYSLER IMPERIAL—\$3.00. (See back cover.)

CONTRAST. Popular two-toned rose, vermilion scarlet inside, underside cream with bronze shading. \$1.35.

DAINTY BESS. Single light pink, red stamens. \$1.35.

DEBONAIR. (Pat. No. 677) Outstandingly beautiful buds and blooms of clear primrose yellow. Pointed buds, high centered double roses of rich fragrance; glossy, healthful foliage. \$1.75.

DOUGLAS MacARTHUR. (Pat. No. 581) Shapely buds on long stems, open to large double blooms of rose, salmon and gold. Vigorous, bushy plants, good foliage. \$1.75.

ECLIPSE. (Pat. No. 172) Long pure yellow buds; vigorous, fine foliage. \$1.75.

EDITH WILLKIE. (Pat. No. 500) Long pointed buds of Jasper red, beautifully formed fragrant roses of bright shrimp pink, yellow at base. \$1.75.

ENA HARKNESS. A grand new red rose from England, with the vivid coloring of Poinsettia. Lovely long buds open to high-centered roses with exceptionally large petals, long stemmed and sweetly fragrant. Strong upright growth, blooms continuously from spring through fall. \$1.50.

ETOILE DE HOLLANDE. Favorite fragrant deep red. \$1.35.

FIESTA. (Pat. No. 389) Unique among roses, double blooms are vermilion with stripes and flecks of bright yellow. Low spreading plant, needs plenty of water and fertilizer for finest flowers. \$2.00.

CAPISTRANO
\$2.25



BUCCANEER
\$2.75







FORTY-NINER.
Bush Rose \$2.25
Climber \$2.75
Tree Rose \$5.00

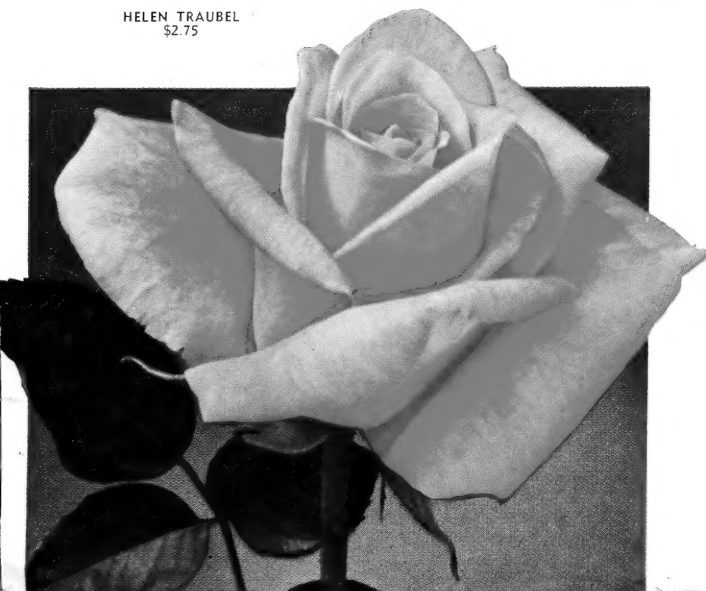


MME. HENRI GUILLOT—\$1.75

HELEN TRAUBEL

HELEN TRAUBEL. (P.A.F.) Another beautiful All America Winner for 1952, with long pointed buds and big, broad-petalled open blooms, varying in color from peach pink to luminous apricot and rose, that are richly fragrant. Plants are vigorous, free flowering, with heavy deep green foliage. \$2.75.

HELEN TRAUBEL
\$2.75



FORTY-NINER. AARS-1949 (Pat. No. 792) Large fragrant double roses of heavy texture, inside oriental to cherry red, reverse side chrome yellow; vigorous, free flowering, good foliage. \$2.25.

FRAU KARL DRUSCHKI. Favorite large double pure white; tall, vigorous bush. \$1.35.

FRED EDMUNDS. (Pat. No. 731) Burnt orange buds open to blooms of vivid coppery orange with fruity fragrance; heavy shiny foliage. \$1.75.

GOLDEN HOUR—\$2.00. (See front page.)

GRANDE DUCHESS CHARLOTTE. (Pat. No. 774) Long buds of Morocco red, fragrant blooms are dusky coral red; tall, vigorous. \$1.75.

HAPPINESS. (Pat. No. 911) An outstanding new brilliant dark red rose, on tall, strong stems, long lasting as a cut flower, and already the most popular red florists' rose. Vigorous, free flowering plants. \$2.50.

HEART'S DESIRE. AARS-1940 (Pat. No. 501) Luminous deep red buds and large blooms, non-fading; richest fragrance; vigorous and one of the freest flowering. \$1.75.

HEDDA HOPPER. (Pat. No. 1047) An exquisite light pink rose, and a rare combination of delicacy and sturdiness. Long buds open to full centered, beautifully formed flowers with wavy petals and sweet fragrance. The color is soft, light pink with golden undertone. Long lasting when cut. \$2.00.

HELEN TRAUBEL—\$2.75. (See below, left.)

J. OTTO THILOW. Clear rose pink, fine cut flower. \$1.35.

KATHERINE T. MARSHALL. (Pat. No. 607) Magnificent buds and flowers of warm clear pink, heavy textured and long lasting. \$1.75.

LOS ANGELES. Flame pink shaded coral and gold. \$1.35.

LOWELL THOMAS. AARS-1944 (Pat. No. 595) Large clear yellow buds and blooms of heavy texture; strong upright plant, free flowering. \$2.00.

MARK SULLIVAN. (Pat. No. 599) A spectacular multi-color that grows best in partial shade. Rich gold, heavily veined and shaded with deep rose pink and cerise. This is similar in color to Fred Edmunds, but perhaps more intense in its contrasts. \$1.50.

MISSION BELLS. AARS-1950 (Pat. No. 923) A new color tone in roses, deep glowing salmon opening to brilliant shrimp pink. Flowers are full centered and when fully open measure as much as 5½ inches across. Mission Bells is unusually free flowering and vigorous. \$2.25.

MME. CHIANG KAI-SHEK. (Pat. No. 664) Long canary yellow buds, lovely bright yellow fragrant roses. \$1.75.

MME. HENRI GUILLOT. (Pat. No. 337) Large fragrant open flowers of spicy fragrance, reddish orange, rose and pink; vigorous. \$1.75.

MRS. E. P. THOM. Bright canary yellow, dark glossy foliage; nearly everblooming. \$1.35.

MRS. PIERRE S. DUPONT. Long pointed bud of reddish gold, semi-double blooms deep golden yellow, fragrant and long lasting; free flowering. \$1.35.

NEW YORKER. (Pat. No. 823) Huge, showy high centered roses of dazzling red, heavy petalled and delightfully fragrant. Holds color until last petals fall. Tall, free flowering. \$2.00.



PEACE—\$2.50

PEACE. AARS-1946 (Pat. No. 591) One of the outstanding roses, Peace is unique in beauty and popularity. Rich yellow buds open to soft yellow blooms of lovely form and immense size, each petal edged cerise pink. Flowers are high centered, very double, with large petals of heavy substance, long lasting, and borne on very long strong stems. Plants have great vigor, with shiny, almost holly-like foliage, and bloom freely. \$2.50.

OLIVE PERCIVAL—\$2.00. (See preceding page.)

PHYLLIS GOLD. Double blooms with massive broad petals, butter yellow, lighter at edges; exceptionally vigorous, good foliage, free flowering. \$1.50.

PICTURE. Fragrant salmon pink of beautiful form; nearly ever-blooming. \$1.35.

PRESIDENT HERBERT HOOVER. Large fragrant double blooms, a blend of scarlet, cerise pink and orange yellow; vigorous, free flowering. \$1.35.

RADIANCE. Bright carmine pink. \$1.35.

RED RADIANCE. Cerise red, fine form. \$1.35.



SUTTER'S GOLD
Bush Rose \$2.25
Tree Rose \$5.00

GRANDE DUCHESS CHARLOTTE
\$1.75



ROSE MARIE. Fine rose pink buds and flowers. \$1.35.

SAN FERNANDO. AARS-1948 (Pat. No. 785) Perfectly shaped long buds, long lasting unfading currant-red double flowers of spicy fragrance; leathery deep green foliage; disease resistant. \$1.75.

SANTA ANITA. (Pat. No. 539) One of the best deep roses, beautifully formed, long stemmed buds and blooms, fragrant. \$1.50.

SHOW GIRL. (Pat. No. 665) One of the largest and showiest deep pink roses, fragrant, long lasting, long stemmed. Thrives in all climates. \$1.75.

SLEIGH BELLS—\$2.00. (See page 2.)

SOUV. DE MME. BOULLET. One of the finest deep yellow roses, free flowering, vigorous. \$1.50.

SUTTER'S GOLD. AARS-1950 (Pat. No. 885) Outstanding new yellow rose, with beautifully pointed yellow buds shaded coppery red, open to superb yellow roses with coppery veins, delightfully fragrant. Unusually strong grower, free flowering, disease resistant. \$2.25.

SYMPHONIE. (Pat. No. 958) A lovely new rose from France, produced by the originator of Peace rose. Very large carmine pink roses, petals heavily veined and ruffled, and intensely fragrant, on long strong stems. Heavy shiny green foliage. \$2.50.

TALLYHO. AARS-1949 (Pat. No. 828) Long lasting, fully double fragrant rose in a unique combination of red and silvery pink; big vigorous plant. \$2.00.

TALISMAN. Fragrant rose and gold. \$1.35.

TEXAS CENTENNIAL. (Pat. No. 162) Magnificent big buds and double blooms of rosy red. Tall, vigorous, free flowering. \$1.50.

THE DOCTOR. Enormous silvery pink double roses of rich fragrance. \$1.35.

TOM BRENNEMAN—\$2.00. (See page 2.)

WHITE WINGS. (Pat. No. 850) Long pointed buds, broad-petalled single white roses with amethyst stamens tipped gold; flowers in sprays; blooms constantly. \$1.50.

WILL ROGERS. (Pat. No. 256) Deepest red. \$1.50.

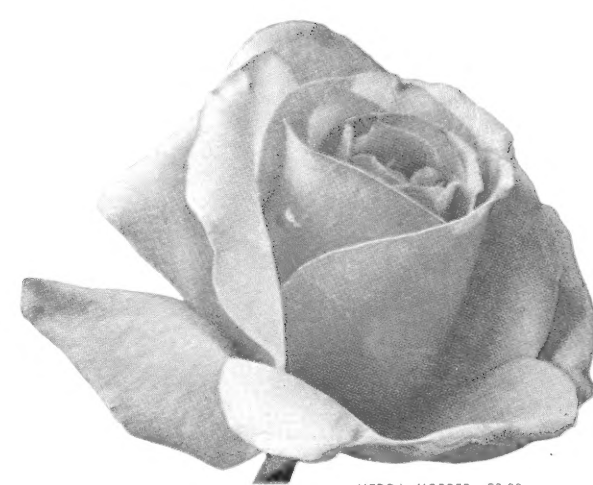
Paul J. Howard's BARGAIN ROSE COLLECTION FINEST QUALITY BUSHES AT LOW COST

While many of the older roses are being replaced by the newer patented varieties, some are just too good to drop from our list. Here is a beginning collection of the best in each color class, at a great saving in price.

AUTUMN. Orange and gold.
ETOILE DE HOLLANDE. Red.
MRS. E. P. THOM. Everblooming yellow.
PRESIDENT HERBERT HOOVER. Multicolor.
TALISMAN. Rose and gold.
THE DOCTOR. Huge pink.

**The above Six Fine Bush Roses
Value \$8.10 (1 each) for only \$5.95**

Prepaid anywhere in U.S.



HEDDA HOPPER—\$2.00

QUANTITY DISCOUNTS ON BUSH AND CLIMBING ROSES
3 to 10 Roses, one kind or assorted, 10% discount. 11 or more Roses, one kind or assorted, 12½% discount.

CALIFORNIA—\$1.50



MISSION BELLS
\$2.25



MA PERKINS—Floribunda
\$2.25
Tree Rose \$5.00

California Flowerland

FLORIBUNDA ROSES

Plant these everblooming Cluster Roses in the garden, in groups with shrubbery, or in beds for display and cut flowers.



GOLDILOCKS—Floribunda
\$1.50



CONNIE MACK
\$2.00



BRIGHT EYES. (Pat. No. 880) Fine new yellow Floribunda with clusters of canary yellow buds and fragrant double silvery yellow flowers, with darker center. Vigorous, clean foliage. **\$1.50.**

CARROUSEL. One of the best red Floribundas yet introduced. Dark red buds open to vivid velvety red flowers with gold center, 3 or 4 to a stem. Large leathery, mildew-proof foliage; vigorous plant of medium height. Perfect for bedding and hedges. **\$2.00.**

CONNIE MACK. (Pat. No. 1062) The gayest, and one of the most free flowering Floribundas ever introduced. Small, tightly furled buds open to wide open flowers of bright crimson, with showy golden stamens. Stems are practically thornless, and the foliage is bright green, never affected by mildew. Plants are constantly in bloom, outstanding in any garden. **\$2.00.**

CRIMSON ROSETTE. (Pat. No. 901) Perfectly formed, rosette-like double roses in big clusters; heavy foliage; blooms constantly. **\$1.75.**

CROWN OF JEWELS. (Pat. No. 149) Erect clusters of double, cup-shaped blooms, coral rose. **\$1.50.**

DAGMAR SPAETH. Semi-double white flowers. **\$1.35.**

FASHION. AARS-1950 (Pat. No. 789) Charming new Floribunda rose bearing sprays of lovely small tea roses of fragrant coral pink, overlaid with gold. Pointed buds are oriental red. Bush grows 3 ft. tall, with good foliage, blooms freely. A bed or row of Fashion roses is as beautiful as any Azalea planting, and they grow in full sun. **\$2.00.**

FLORADORA. Clusters of dazzling cinnamon red and orange flowers; always in bloom. **\$1.50.**

GARNETTE. Perfectly formed small, very double roses of intense deep red, on smooth stems. Ideal for corsages, small bouquets, will last a week when cut; excellent for borders and massing. **\$1.75.**

GOLDILOCKS. (Pat. No. 672) The best yellow Floribunda, with double roses of rich golden yellow, 3 inches across, and graceful buds. Vigorous, free flowering plant, 2½ ft. high. **\$1.50.**

IMPROVED CECILE BRUNNER. A graceful new "Sweetheart" rose, slightly larger than the old Cecile Brunner. Vigorous plants produce sprays of exquisite small buds of peach pink, opening to soft salmon pink. Blooms constantly. **\$1.50.**

IMPROVED LAFAYETTE. Fragrant glowing red semi-double roses. **\$1.35.**

MA PERKINS. (Pat. No. 1143) Charming new All America Selection for 1953, with clusters of cup-shaped double roses, soft coral pink, showing a suffusion of yellow, with trace of red in outer petals. Foliage is rich deep green, disease resistant. Excellent for borders, hedges and rose beds in all locations. **\$2.25.**

MARGO KOSTER. Clusters of small double orange red roses. **\$1.35.**

PINKIE. AARS-1948 (Pat. No. 712) A perfect baby rose with delicate pink buds and flowers covering the 24-inch plant. **\$1.75.**

PINK ROSETTE. (Pat. No. 902) Symmetrical little double roses in open sprays, peach pink; heavy foliage. **\$1.75.**

PINOCCHIO. (Pat. No. 484) Clusters of perfectly formed baby roses in shades of salmon pink flushed with gold. Vigorous plant, 2 ft. tall. **\$1.50.**

ROSENELFE. Miniature rose pink buds open to high-centered flowers 2 inches across, lovely for cutting and in the garden. **\$1.50.**

SUMMER SNOW. (Pat. No. 416) Most free flowering white Floribunda, the plants being covered with clusters of small double clear white blooms, over a long season. Plants grow 2 ft. high, with light green foliage. Ideal for borders, low hedges and mass planting. **\$1.75.**

VALENTINE. (P.A.F.) NEW, free flowering Floribunda with good-sized red flowers, from spring to fall. Grows 18 to 24 inches tall. **\$2.00.**

VOGUE. (Pat. No. 926) The only Floribunda rose to win the 1952 AARS Award, and an entrancing rose, high-centered and of hybrid tea-form. Very dark ovoid buds open to glowing rose blooms flushed with salmon, of spicy fragrance. Plants grow 2½ to 3 ft. tall, with deep green foliage, thrive in all areas. Wonderful for bedding, and excellent for cutting. **\$2.25.**

CLIMBING PINKIE
\$2.75



Paul J. Howard's SHRUB ROSES

MRS. DUDLEY FULTON. (Pat. No. 122) Flat clusters of single white flowers, shiny foliage. Dwarf plant, good for edging shrubbery or rose garden, blooms constantly. **\$1.75.**

ROSA MUTABILIS. Tall bush with glossy healthy foliage the year around, and sprays of single, wild-rose type roses ranging from orange and soft yellow to rosy red, as flowers age. Makes a splendid hedge that may be kept pruned to 5 feet, or allowed to grow tall. **\$1.75.**

ROSE OF CASTILE. Brought to California by the Mission Fathers, this has long arching branches, to 6 feet in height, and pink double roses singly or in clusters, richly fragrant. **\$1.75.**

Quantity Discounts on Bush and Climbing Roses

3 to 10 Roses, one kind or assorted, 10% discount. 11 or more Roses, one kind or assorted, 12½% discount.

PAUL J. HOWARD'S

Deciduous Fruit Trees

APPLE

- ✓ **Beverly Hills.** Medium size, striped red and yellow, good flavor. Aug. \$1.75.
- ✓ **Pettingill.** Fine quality for So. Cal. planting. Large deep red, flecked yellow, crisp, juicy; good eating apple and for pies, sauces. \$2.50.
- ✓ **Red Delicious.** ✓ **Transcendant Crab.** \$1.75.

APRICOTS

- ✓ **Moorpark,** ✓ **Royal.** \$1.75.

CHERRY

- ✓ **Bing,** ✓ **English Morello.** \$1.75.

FIGS

- ✓ **Black Mission,** ✓ **Brown Turkey,** ✓ **Kadota,** ✓ **White Adriatic.** \$1.75.

NECTARINES

- ✓ **Panamint.** Rich red, flesh orange, sweet; early. Best for mild sections. \$2.50.
- ✓ **Pioneer.** Very large sweet fruits, flesh deep orange. \$2.50.
- ✓ **Silver Lode.** Red fruits, white flesh, finest flavor, earliest. \$2.50.

PEACHES

- ✓ **Babcock,** ✓ **Early Elberta,** ✓ **Miller's Late,** ✓ **Rio Oso Gem.** \$1.75.
- ✓ **Curlew.** Orange yellow, fine late peach. \$2.25.
- ✓ **Flamingo.** Sweet juicy yellow flesh, smooth red skin. Bears heavily everywhere. \$2.25.
- ✓ **Red Wing.** Best early white fleshed peach. \$2.25.

PEAR

- ✓ **Gorham.** Resembles Bartlett, ripens late Sept. Best for warm sections. \$1.75.
- ✓ **Winter Bartlett.** Bears well everywhere, fine keeper, Nov. - Dec. \$1.75.

PLUMS

- ✓ **Hollywood.** Blood red plums, pink blooms, purple foliage. \$1.75.
- ✓ **Santa Rosa,** ✓ **Satsuma.** \$1.75.
- ✓ **Mariposa.** Purple red, firm red flesh. \$2.00.

PRUNE

- ✓ **French,** and ✓ **Sugar.** \$1.75.

ALMOND

- ✓ **Nonpareil,** ✓ **Ne Plus Ultra,** ✓ **Texas Prolific.** \$1.75.

WALNUT

- ✓ **Payne.** \$3.50.

CHINESE JUJUBE

- ✓ **Lang.** Small brown fruits in Sept. Sweet, crisp, for jams and candied. \$3.75.

PAUL J. HOWARD'S Deciduous Fruits

(Continued)

PERSIMMON

✓ **Hachiya.** \$3.50.

POMEGRANATE

✓ **Wonderful.** \$1.75.

Grapes

✓ **Cardinal.** Big red grapes, sweet Muscat flavor, bush type; early. **Each 60c, 10 for \$5.40.**

✓ **Delight.** Large seedless grapes of Muscat flavor, July. **Each 60c, 10 for \$5.40.**

✓ **Golden Muscat.** Golden green, rich sweet flavor, bears well in all areas, August. Bush or trellis. **Each 60c, 10 for \$5.40.**

✓ **Concord, Muscat, Red Malaga, Ribier, Rose of Peru, Thompson Seedless.** **Each 50c, 10 for \$4.50.**

Berry Plants

✓ **New Blackberry, Olallie.** Enormous crops of large, firm, sweet berries; vigorous, heat resistant plants, do not produce long runners. **Each 75c, 10 for \$6.75.**

✓ **Boysenberry, Youngberry.** **Each 35c, 10 for \$3.15.**

✓ **Raspberry, New Washington, Cumberland Black Cap.** **Each 35c, 10 for \$3.15.**

Strawberry

✓ **Cupertino.** Large sweet dark red berries; best producer for home gardens in coastal districts, ideal for freezing.

✓ **Sierra.** Good home garden strawberry in coastal areas, highly wilt resistant. Glossy berries of medium size. **25 for \$1.50, 100 for \$4.50.**

✓ **Rockhill.** Everbearing, runnerless. Deep red berries of medium size, good flavor. **10 for \$2.50, 25 for \$5.00, 100 for \$16.00.**

✓ **20th Century.** Large sweet berries, best everbearing variety for home garden in Southern California. **25 for \$2.50, 100 for \$8.00.**

Rhubarb

✓ **Strawberry.** **Each 50c, ~~100 for \$4.50~~ 10 for \$4.50.**

Asparagus

✓ **Paradise.** **25 for \$1.75, 100 for \$5.25.**

Artichoke

✓ **Green Globe.** **Each 65c, 10 for \$6.00.**

**PAUL J. HOWARD'S
California Flowerland
11700 National Blvd.
LOS ANGELES**

California Flowerland

CLIMBING ROSES

Prices listed on Climbing Roses are for bare-root, dormant plants, which are available in our sales yard from January 1 to March 15, and include shipping charges anywhere in the U. S.

Climbing Roses, established in 5-gallon cans and staked, may be planted the year around. Available after March 15 for local delivery only. Price \$3.50 each.

CL. ALOHA. (Pat. No. 948) New everblooming climbing or pillar rose, with long stemmed clusters of buds and deep rose-pink blooms. \$2.50.

CL. BELLE OF PORTUGAL. Earliest to bloom, vigorous grower. Long buds of pale salmon flesh. \$1.50.

CL. BLAZE. Clusters of brilliant red roses resembling Paul's Scarlet, but blooming throughout the summer \$1.50.

CL. CALIFORNIA. (P.A.F.) One of our most beautiful roses now in climbing form, just as vigorous, free flowering and richly colored golden orange. \$2.50.

CL. CECILE BRUNNER. Fragrant little pink roses. \$1.50.

CL. CHRISTOPHER STONE. (Pat. No. 626) Fine scarlet crimson. \$2.00.

CL. DAINTY BESS. Graceful sprays of single pink roses. \$1.50.

CL. EDNAH THOMAS. A vigorous climber, bearing large fragrant double roses of crimson-scarlet on strong stems; bears several crops of bloom. \$1.50.

CL. ETOILE DE HOLLANDE. One of the best deep red. \$1.50.

CL. FORTY-NINER. (Pat. No. 1094) The popular showy multicolor rose now in climbing form. Fragrant double blooms are oriental red inside, chrome yellow on reverse side; vigorous, fine foliage. \$2.75.

CL. GOLD RUSH. Lovely golden yellow, glossy foliage. \$1.50.

CL. HEART'S DESIRE. (Pat. No. 663) Fragrant deep crimson. \$1.75.

CL. HIGH NOON. AARS. (Pat. No. 704) New pillar rose, 8 to 10 ft. high, nearly thornless. Long-stemmed semi-double yellow roses. \$2.00.

CL. LOS ANGELES. Flame pink, coral and gold. \$1.50.

CL. LOLITA ARMOUR. Graceful cup-shaped flowers on stems nearly thornless, the colorful blending of chrome yellow, copper and salmon pink shades, rich fragrance and extreme vigor of the plant, make this rose desirable in all areas. \$1.75.

CL. MME. HENRI GUILLOT. Reddish orange, rose and pink. \$2.00.

CL. MRS. E. P. THOM. Deep yellow, blooms constantly. \$1.50.

CL. MRS. PAUL J. HOWARD. (Pat. No. 450) Deep velvety red buds, large double fragrant roses, unfading crimson. \$1.75.

CL. PEACE. (Pat. No. 932) Wonderful huge yellow, edged rose, now in climbing form, vigorous and free flowering. \$2.50.

PAUL'S SCARLET CLIMBER. Clusters of brilliant red roses all spring. \$1.50.

CL. PINKIE. (P.A.F.) Climbing form of the charming Floribunda, with perfectly formed buds and 2-inch blooms of delicate pink almost covering the plant. \$2.75.

CL. PRESIDENT HERBERT HOOVER. Rose, gold and red, free flowering, vigorous. \$1.50.

CL. ROSE MARIE. Fine rose pink. \$1.50.

CL. SAN FERNANDO. One of the most beautiful bright red roses. \$2.00.

CL. SANTA ANITA. (Pat No 834) Beautiful buds and blooms, deep rose pink. \$1.75.

CL. SHOW GIRL. (Pat. No. 892) Large deep pink buds and blooms, luxuriant foliage, free flowering. \$2.00.

CL. SNOWBIRD. One of the loveliest white climbing roses, free flowering, fragrant; vigorous, with leathery foliage. \$1.50.

CL. SOUV. DE MME. BOULLET. Brilliant deep yellow roses of fine form, free flowering plant. \$1.75.

CL. SUMMER SNOW. Another lovely Floribunda Climbing Rose, clusters of small double white roses all summer; clean, light foliage. \$2.00.

CL. TALISMAN. One of the best, rose and gold. \$1.50.

CL. TEXAS CENTENNIAL. (Pat. No. 565) Immense long stemmed brick red buds and roses, carmine to deep pink. Needs plenty of room. \$1.75.

CL. VILLE DE PARIS. One of the best yellow roses. \$1.50.

PILLAR ROSES

DESCANSO PILLAR. (Pat. No. 943) Showy new pillar rose with tall, strong branches that require no support. Luxuriant dark green foliage, disease resistant. Large double roses, high centered, shading from bright rose to deep pink outside, the inside being carmine to scarlet. Scarlet buds. Vigorous, blooms continuously. \$2.50.

SUNNY JUNE. Large clusters of single yellow roses, cup-shaped and sweetly fragrant, are produced continuously, on long, strong upright branches of this fine new pillar rose. Buds are bright yellow, tinged red. Shiny dark green foliage. Attractive as a background shrub, and for walls and trellis. \$2.00.

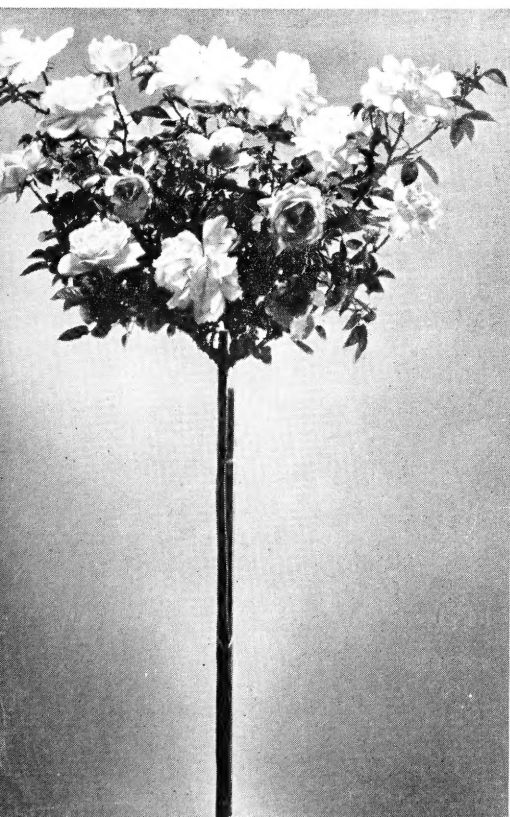
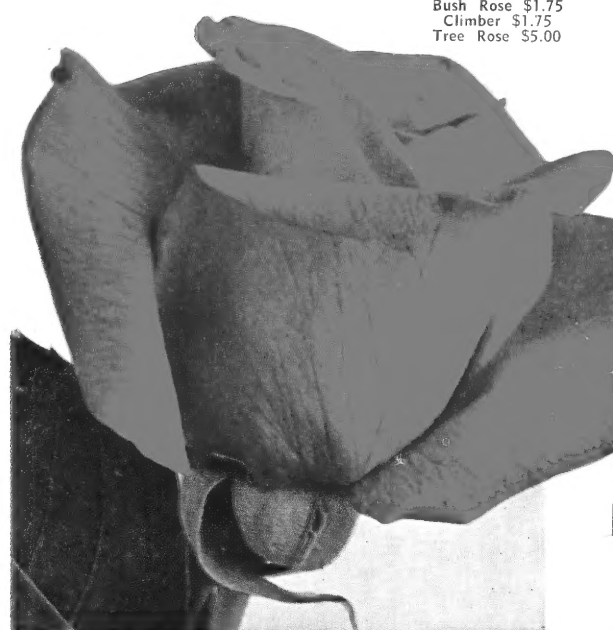
Quantity Discounts on Bush and Climbing Roses

3 to 10 Roses, one kind or assorted, 10% discount. 11 or more Roses, one kind or assorted, 12½% discount.

CL. HIGH NOON—Pillar
\$2.25



HEART'S DESIRE
Bush Rose \$1.75
Climber \$1.75
Tree Rose \$5.00



Paul J. Howard's TREE ROSES

Paul J. Howard's Tree Roses have symmetrical, well branched crowns, budded on strong, straight stems, 38 inches from the ground. Descriptions of varieties will be found in the list of Bush Roses.

PRICE: BARE-ROOT TREE ROSES, EACH \$5.00. AVAILABLE UNTIL MARCH 15

All bare-root Tree Roses sent at purchaser's expense, charges collect.

PLEASE ADD 50c TO EACH TREE ROSE FOR PACKING.

10% DISCOUNT ON ORDERS FOR 10 OR MORE TREE ROSES, ONE KIND OR ASSORTED VARIETIES.

Red Shades

CALIFORNIA CENTENNIAL
CHARLOTTE ARMSTRONG
CHRYSLER IMPERIAL
ETOILE DE HOLLANDE
HEART'S DESIRE
OLIVE PERCIVAL
SAN FERNANDO
TEXAS CENTENNIAL
VOGUE

Pink Shades

HELEN TRAUBEL
MA PERKINS
PINK ROSETTE
SANTA ANITA
THE DOCTOR
TOM BRENNEMAN

Vari-Colored

FORTY-NINER
PRES. HERBERT HOOVER
TALISMAN

Yellow and Orange Shades

CALIFORNIA
FRED HOWARD
LOWELL THOMAS
PEACE
GOLDEN HOUR
SUTTER'S GOLD
VILLE DE PARIS

White

FRAU KARL DRUSCHKI
SLEIGH BELLS

TREE ROSES ESTABLISHED IN CONTAINERS, STAKED, ARE \$5.50 EACH
Available after April. For local delivery only.

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND
11700 National Blvd., Los Angeles 64, California

TELEPHONES: TEXAS 02951 • ARIZONA 31171 • EXBROOK 72118

Chrysler Imperial

The 1953 All-America Rose Selection

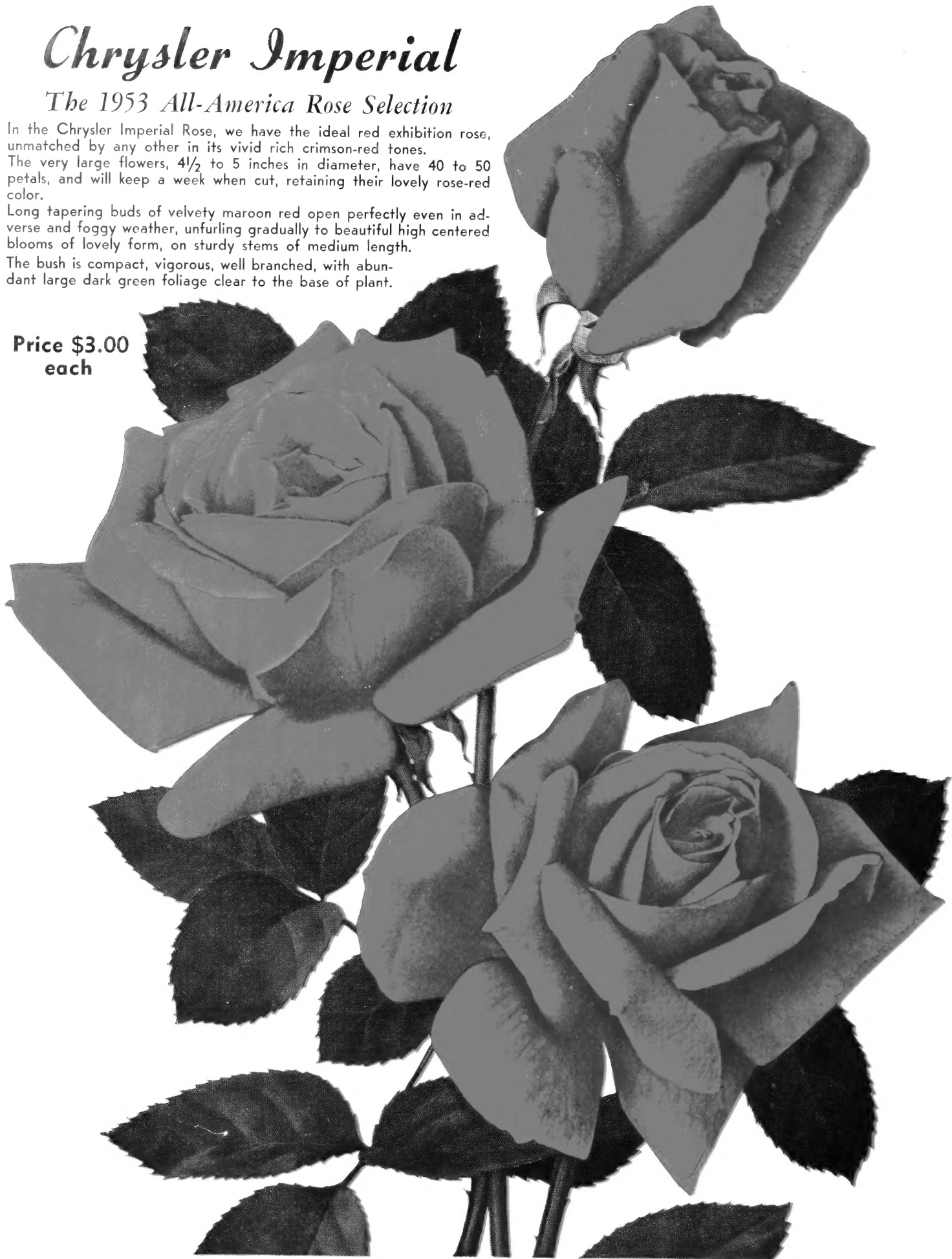
In the Chrysler Imperial Rose, we have the ideal red exhibition rose, unmatched by any other in its vivid rich crimson-red tones.

The very large flowers, $4\frac{1}{2}$ to 5 inches in diameter, have 40 to 50 petals, and will keep a week when cut, retaining their lovely rose-red color.

Long tapering buds of velvety maroon red open perfectly even in adverse and foggy weather, unfurling gradually to beautiful high centered blooms of lovely form, on sturdy stems of medium length.

The bush is compact, vigorous, well branched, with abundant large dark green foliage clear to the base of plant.

**Price \$3.00
each**



PAUL J. HOWARD'S CALIFORNIA FLOWERLAND
11700 National Blvd., Los Angeles 64, California